

What factors contribute to the Success and Failure of Latino Outreach and Information Programs in Indianapolis?

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Abstract

Many social service, educational, and commercial entities make a concerted effort to engage local Latino communities through various programs. They seek to create awareness for their service or products, or offer a service needed by these communities. Many do so in isolation, and do not collaborate with organization who may serve/target similar audiences or communities. Information often does not reach the intended communities and program participation is low in many cases. They may need a better way to engage these communities. One way to improve participation may be to understand more about the targeted audience—to paint a clearer picture of the local Latino communities.

There is a need to create a dataset that helps both the Latino communities and will also assist community organizations to interact with the Latino communities. Exactly what that looks like is the focus of this research—to see what currently exists and to determine resources on which to elaborate. Working with the Indiana State Bar Association, our group intends to explore a project related to immigration law. Specifically, the many instances of misinformation provided by individuals who engage in the Unauthorized Practice of Law in Indiana. There is a need to focus on the role that technology will play in BOTH acquiring info and delivering information to help protect members of the Latino communities for whom correct information is vital to their remaining in the U.S.

In order to provide various communities, corporations, organizations, government agencies with a more accurate picture of the state of their local Latino communities, we need to go out into the communities and begin to quantify certain information. Current available information is largely based on census data (grossly under-reported) and anecdotal info. The importance of providing information that goes beyond anecdotal information is high. Facts about these communities is in demand. This will be useful to local corporations, educational and social service orgs, community churches and programs. I also plan to demonstrate the importance of well-designed graphic elements (typography, charts, symbols, illustrations) in the delivery of informatic data. Data acquired during this process can come from both primary and secondary sources. There is a strong need to collaborate with several entities (academic, commercial) to understand how to acquire, analyze and digest the data. This is a proposal to present consumer, social and cultural behavior of these communities in a deliverable package that is easy to access, present and understand. The resulting information should ultimately serve to improve the lives of these communities.